"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE

N.B.C. NETWORK COAST TO COAST *SATURDAYS*

12:15 P.M. EST
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9:15 A.M. PST

what's coming

PLANNING FOR '47

JANUARY 4, 1947

CONSUMER TIME will help listeners to keep New Year's resolutions for budgeting time, energy, and money during 1947, on Saturday, January 4 (12:15 p.m., EST, NBC). Case histories of successful family financial plans will be dramatized, and simple record books will be discussed as an aid to budgeting.

The gremlins who make it hard for homemakers to work efficiently will be disposed of in humorous fashion.

Listeners will be advised to seek the help of any of the following for help with any budgeting problems, Home demonstration agents, FHA home supervisors, home economics teachers in local schools and college...and the university extension services.

Script is written by Eleanor Miller and directed by Frederick Schweikher.

-oOo-

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what's coming

WOMEN SPEAK UP ABOUT HOUSE DRESSES

JANUARY 11, 1947

CONSUMER TIME will give a dramatized report of the recent American Home Economics Association nation-wide survey called "The Consumer Speaks about House Dresses", on Saturday, January 11 (12:15 p.m., EST, NBC).

Over 750 other women's groups participated in this project including the U. S. Extension Service. Dramatization will include how the survey was conducted and discuss just what practical features American women want in the way of house dresses.

Script is written by Eleanor Miller and directed by Frederick Schweikher.

-oOo-

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what's coming

RECORD CITRUS CROP TO BE DISCUSSED ON CONSUMER TIME

JANUARY 25, 1947

CONSUMER TIME will highlight our record crop of citrus fruits on Saturday, January 25 (12:15 p.m., EST, NBC). Special guest will be Mrs. Juliet H. Carrington, specialist on citrus marketing for the U. S. Department of Agriculture.

Mrs. Carrington will give listeners expert advice on how to choose the best oranges and grapefruit. She will also tell how careful breeding of citrus has brought us better oranges and grapefruit.

Script is written by Sophia Podolsky and directed by Frederick Schweikher.

-oOo-

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what's coming

WOMEN SPEAK UP ABOUT BREAD AND MEAT

FEBRUARY 1, 1 9 4 7

CONSUMER TIME will give a dramatized report of the second in the recent American Home Economics Association nation-wide surveys called "The Consumer Speaks about Bread and Meat", on Saturday, February 1, (12:15 p.m. EST, NBC).

Some of the consumer preferences expressed were bread enriched with iron and vitamin, as in wartime; bread made with milk; bread labeled with the nutritional content and the net weight.

Some consumers say they want more boned meat and smaller cut. They are in favor of Government grading of meat. Some suggest the use of colors to designate different grades.

Script is written by Eleanor Miller and Frederick Schweikher directs radio's oldest program devoted exclusively to the interests of the buying public.

-oOo-

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what's coming

THE STORY OF THE REFRIGERATOR CAR FOR CONSUMER TIME

February 8, 1947

"ICE ON WHEELS", the story of the modern refrigerator car and what it means to the consumer will be told on CONSUMER TIME, Saturday, February 8 (12:15 p.m. EST, NBC)

The program will include a discussion of how apples leave a cold storage vault in the State of Washington and arrive in London in tip-top shape. And how cantaloups can stay on the vine until ripe, then ride the rails for thousands of miles, and remain as luscious as when they were picked.

The script was written by Sophia Podolsky and will be directed by Frederick Schewikher.

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what's coming

AN ELECTRICAL FANTASY FOR CONSUMER TIME

FEBRUARY 15, 1947

The story of a modern Mrs. Alladin and the genie of the lamp will be told on CONSUMER TIME, Saturday, February 15 (12:15 p.m., EST, NBC). This lively fantasy is built around timely information on adequate lighting and safe electric wiring in the home and on the farm.

The program will also include a discussion of the merits of fluorescent lighting...its relative cost...and its probable place in the homes of the future.

The Rural Electrification Administration supplied the technical information for the script which was written by Eleanor Miller and will be directed by Frederick Schweikher.

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what's coming

HOMEMAKING MADE EASY

February 22, 1947

CONSUMER TIME will take the scientific approach to dishwashing in a program devoted to work simplification in the home Saturday, February 22 (12:15 p.m., EST, NBC).

Special guest will be Mary Rokahr, in charge of Home economics for the Agricultural Extension Service. Miss Rokahr will tell how homemakers can keep a process chart which analyzes how much time and waste motion goes into every household task.

The interview with Miss Rokahr will also give listeners some scientific tips that will cut a lot of corners in housework.

Script is written by Eleanor Miller and Frederick Schweikher directs radio's oldest program devoted exclusively to the interest of the public.

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what's coming

11 WEEKS
March 22 - May 31

Mar. 22 -- CONSUMER TIME GOES TO THE FLOWER SHOW -- Pickups from International Flower Show at Grand Central Palace, New York City. Spectacular developments in flowers by USDA Scientists discussed by Dr. Samuel Emsweller of USDA from the flower show.

Mar. 29 -- A FOUNDATION FOR YOUR AIR CASTLE. -- Thousand of families have received friendly advice from Farmers Home Administration in looking ahead and putting their dreams on a practical basis. Typical family will be interviewed from Denver on their planning accomplishments. Sue Taylor, FHA Home Economist, will open and close the program from Washington.

Apr. 5 -- WHAT'S NEW IN WOOD? -- Dramatic story of USDA's Forest Products Laboratory, only institution in the U. S. devoted entirely to investigation of wood and wood products. News about paints, plywood, fireproofing, and treated woods. Guests will be George W. Trayer, Chief, Division of Forest Products, from Washington... Dr. Alfred J. Stam and Dr. Eloise Gerry, scientists from the Lab speaking from Chicago.

Apr. 12 -- PLANS FOR THE MODERN HOME -- Program built around new USDA kit with scale model cut-outs for planning to remodel or build a new house. Kit will be offered for sale. S. P. Lyle of U. S. Extension Service will demonstrate on program how to use this kit to best advantage.

Apr. 19 -- THE STORY ON INSECTICIDES -- DDT, aerosal bombs, and other insecticides effective in housholds. Best ways to use them. Guests will be Dr. E. F. Knipling, Head of Insects Affecting Man and Animal, and Dr. Henderson who worked on application of insecticides to homes. Booklet for sale.

Apr. 26 -- BEST BUYS THIS SPRING -- Marketing and nutrition tips on cabbage, spinach, carrots, and other spring vegetables especially plentiful this time of year. A few minutes will be devoted to eggs which will be most plentiful and cheapest they'll be during 1947.

May 3. -- ROUND-TABLE ON HOUSEHOLD EQUIPMENT -- Based on Recent American Home Economics Association survey "The Consumer Speaks about Household Equipment." Emphasis on what consumers want and what they should look for in new durable goods. Household equipment experts as guests.

May 10 -- CONSUMER TIME GOES TO A PARTY -- Pickup from a home demonstration club buffet supper in a historic old home of Frederick, Maryland (Barbara Fritchie's town)...tying in with Home Demonstration Week. Buffet supper will emphasize saving time and space by using less dishes, more one-dish meals, balanced buffet suppers, with special accent on serving guests food they've raised themselves or cheaper plentiful foods.

May 17 -- FIGHTING MILDEW -- Causes and prevention of mildew. This is the season when dampness from floods and hot weather make ideal conditions for mildew. Give-away CONSUMER GUIDE with supplementary mildew articles.

May 24 -- FUNCTIONAL WORK CLOTHES -- New style aprons, housedresses and slacks developed by USDA's clothing specialists. Discussed by Miss Clarice Scott. Possible studio fashion show described. Give-away with new patterns.

May 31 -- NEW FOOD PROCESSING METHODS -- Dehydrofreezing, possible pickup from USDA Experiment Station.

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what's coming

A STITCH IN TIME

March 1, 1947

CONSUMER TIME will advise homemakers to take "A Stitch In Time" to make clothes and household textiles last longer on Saturday, March 1 (12:15 p.m., EST, NBC).

Mrs. Freyman and Johnny, the inquiring consumers, will interview Miss Shirley Johnstone, clothing specialist of the U. S. Department of Agriculture.

Listeners will get some timely tips on replacing worn blanket bindings, mending table cloths, and strengthening ready-made clothes. A quick way to put on a good patch will be stressed.

The "ABC's of Mending", U. S. Department of Agriculture bulletin, will be offered free.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

-oOo-

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what's coming

OBJECTIVES OF THE 1947 GARDEN PROGRAM TO BE DISCUSSED ON CONSUMER TIME

March 8, 1947

CONSUMER TIME on next Saturday, March 8 (12:15 p.m., EST, NBC.) will feature three gardeners from the U. S. Department of Agriculture talking about their favorvite pastime.

M. L. Wilson, Chief of Extension Service, will explore the theapeutic angle of gardening. Ernie Moore, in charge of information for the Agricultural Research Administration will give random thoughts on the sheer fun of gardening. And a word about his favorite vegetable . . . orka, that is! Virginia Tatum will hold up the nutrition end of the panel.

Everyone agrees with Secretary Clinton Anderson that . . . "Gardening was good for America during the war. It will be good for America in time of peace."

This year, instead of gardening for all-out production, American families can garden to lift the face of their community, to improve their nutrition, and to get some fun out of it.

The script was written by Spohia Podolsky, and will be directed by Frederick Schweiker.

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what's coming

CONSUMER TIME will report on community canning centers across the country on Saturday, March 15, 1947 (12:15 EST), with special pick ups from New York City, Cleveland, and San Francisco. Emphasis this year will be on utilizing canning centers to put up food for school lunches as well as for family use.

Special guest at Washington, D. C. to open and close the program will be Paul Stark, Director of the National Garden Program. Mr. Stark is also in charge of community canning activities for the U. S. Department of Agriculture.

Guests at the microphone in New York City will be Ralph C. Sutliff, Supervisor of Community Canning in New York State, and Margaret Prentice, School Lunch Supervisor for the State.

At Cleveland, Jim Chapman will interview Dorothy Tressell, nutritionist for the Ohio Health Department on the unique school lunch canning centers in that part of the country.

Jim Keene in San Francisco, will talk with Mr. W. Van der Hoogt, cannery inspector for the California Department of Health, about California's laws to make Community Canning Centers safer places to put up food.

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what's coming

CONSUMER TIME GOES TO THE FLOWER SHOW
March 22, 1947

CONSUMER TIME will usher in Spring with a special broadcast from the floor of the International Flower Show at Grand Central Palace in New York City, on Saturday, March 22, 1947 (12:15 p.m., EST, NBC).

Listeners will get a first-hand description of the fragrant, gay exposition which will carry out the United Nation's them this year on four floors of the Grand Central Palace.

Speaking directly from the floor of the Flower Show Dr. Samuel Ensweller, United States Department of Agriculture Plant Scientist, will discuss the new types of flowers developed under his direction at Beltsville, Maryland. Some of Dr. Ensweller's new lilies and snapdragons will be exhibited at the flower show.

Dr. David Lumsden of USDA will be interviewed at the opening and close of the program from Washington, D. C.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

NEWS ABOUT WOOD PRODUCTS

April 5, 1947

CONSUMER TIME will find out "What's New in Wood?" on Saturday, April 5. Special guests will tell the story of the dramatic work being done at the Forest Products Laboratory, only institution in the United States devoted entirely to investigation of wood and wood products.

News about paints, plywood, fireproofing, prefabricated houses, and new nonswelling woods will be of interest to consumers.

George W. Trayer, Chief of the Division of Forest Products of the U. S. Forest Service will open and close the program in Washington, D. C. Lorraine Markwardt, Assistant Director of the Forest Products Laboratory and Eloise Gerry, wood scientist,,will speak from Chicago.

Script is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

PLANS FOR THE MODERN HOME

April 12, 1947

Scale model cut-outs for remodeling or building a new home will occupy the CONSUMER TIME spotlight on Saturday, April 12. The program will be built around a new house planning kit produced by three different bureaus at the United States Department of Agriculture... Extension Service, Agricultural Engineering, and Human Nutrition and Home Economics.

Several guests will be on hand to tell listeners how they can buy this house planning kit and how to use it most effectively. United States Department of Agriculture roster of guests include Mary Rokahr, in charge of Home Economics for the Extension Service; Robert Dodge, who worked on the drafting of the model rooms in the housing kit; and Samuel Lyle and Florence Hall of Extension Service, who demonstrate the best way to use the kit.

Script is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

CONSUMER TIME CELEBRATES PAN AMERICAN WEEK
April 19, 1947

Listeners will get some tips on cooking old favorites with a Latin American flavor when CONSUMER TIME celebrates Pan American Week with a program called "Fiesta Meals", on Saturday, April 19.

Against a background of gay Latin music, the inquiring consumers, Mrs. Freeman and Johnny, will hold a lively discussion about which fruits and vegetables are the best buys this spring...the correct way to cook them to make the most of their vitamins and minerals...and how homemakers can borrow a little imagination from our good neighbors to the south to introduce a little more color into their meals.

There will also be many interesting feature facts about food in Latin America...to carry out the theme that if you know what other people are eating, it is a good step toward understanding the people ...since food is a common demominator.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

[April 19-1947]

SPECIAL BROADCAST FROM ALASKA

CONSUMER TIME will celebrate National Home Demonstration Week with a special broadcast from Alaska, to hear about "Homemaking on Top of the World", on May 10, (12:15 p.m. EDT)

Speaking from Fairbanks will be Mrs. Lydia Fohn-Hansen, Home Demonstration Leader for Alaska for fourteen years, to tell about the interesting similarities and differences between homemaking in the States and in the cold north. Mrs. Fohn-Hansen will interview a typical Alaskan housewife on her home demonstration work.

CONSUMER TIMES's regular "inquiring consumers", Mrs. Freyman and Johnny, will open and close the program from Washington, D. C.

CONSUMER TIME is written by Eleanor Miller, Radio Service, USDA.....and directed by Frederick Schweikher, NBC.

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what's coming

HOUSEHOLD EQUIPMENT PROSPECTS
April 26, 1947

Homemakers will get a combination fact and fancy report on "Household Equipment -- Today and Tomorrow" on CONSUMER TIME, April 26, 1947.

The inquiring consumers, Mrs. Freyman and Johnny, will be on hand to give fanciful demonstrations of the electronic kitchen of tomorrow...where pushbuttons do the work and electronic stoves cut cooking to a matter of seconds.

Special guests will be Miss Lenore Sater and Dr. Earl McCracken of the household equipment research laboratories of the Bureau of Human Nutrition and Home Economics of the U. S. Department of Agriculture...to give up-to-the-minute news of the present production of household equipment with tips on choosing washing machines and irons.

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what's coming

FREEZER FACTS

May 17, 1947

A dramatized visit to a typical freezer locker plant will be featured on CONSUMER TIME's program "Freezer Facts" on Saturday, Listeners will hear how the plants have developed so that now they perform many services for the patrons besides freezing and storing.

The inquiring consumers, Mrs. Freyman and Johnny, will furnish tips on freezing precooked foods, defrosting home freezers, and labeling frozen foods for easy identification.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

PRICE SUPPORTS AND THE WEEKLY FOOD BILL
May 24, 1947

The high cost of living will hold the CONSUMER TIME spotlight on Saturday, May 24, 1947. In a program called "The Consumer Looks at Price Supports", the inquiring consumers, Mrs. Freyman and Johnny, will explain just what the price supports are...what parity is...and how it all ties in with more protection for the farmers and a sounder economy for the whole country.

The question of whether Government price supports and overseas shipment of food affect the consumers' weekly food bill will be discussed.

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what's coming

CITY BOYS DOWN ON THE FARM
May 31, 1947

CONSUMER TIME will supply information about the Victory Farm Volunteer program on Saturday, May 31. Listeners will hear how this war-born and war-named program in some sections is continuing to help American farmers produce record crops. Special emphasis will be placed on the benefits city youth can derive from the program in the way of health, exercise, new contacts, and a lesson in rural living.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

CONSUMER TIME GOES TO A FASHION SHOW
June 7, 1947

CONSUMER TIME will dramatize a visit to a fashion show of functional housedresses and aprons on Saturday, June 7. The inquiring reporters, Mrs. Freyman and Johnny, will describe the outstanding features of these work clothes developed by the U. S. Department of Agriculture's Bureau of Human Nutrition and Home Economics.

Special guest will be Clarice Scott, USDA clothing specialist, who designed these functional garments.

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what's coming

FOURTEENTH BIRTHDAY SHOW
June 14, 1947

CONSUMER TIME looks back over fourteen years of reporting research of interest to consumers in a dramatic presentation on Saturday, June 14.

The inquiring consumers, Mrs. Freyman and Johnny...also have some up-to-the-minute research news featuring a new food processing method called "dehydrofreezing"...a new protective coating for meats made from citrus peel and apple pulp...and a new process for capturing the illusive essence of fruits.

Regulars on CONSUMER TIME are Evelyn Freyman and John Batchelder. Eleanor Miller writes the script and Frederick Schweikher directs the program produced jointly by NBC and the U. S. Department of Agriculture.

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what's coming

FIGHTING GARDEN INSECTS -- PAST AND PRESENT

CONSUMER TIME will feature the work of Professor C. V. Riley, first U. S. Department of Agriculture entomologist, in a dramatization called "Men Who Have Gone Before", on Saturday, June 21, 1947.

The episode will tell how in 1888 Professor Riley imported Australian ladybirds to fight the destructive insect which was ruining the California citrus trees...thus saving and protecting the crop until this day.

Mrs. Freyman and Johnny, the inquiring consumers, will be on hand with some timely hints to help gerdeners evict troublesome insects.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

CONSUMER TIME GOES TO THE MOVIES

CONSUMER TIME will tell the story of the oldest agency in the world to make and distribute motion pictures continuously...the U. S. Department of Agriculture's Motion Picture Service, Saturday June 28, 1947.

Various films of interest to consumers will be described and listeners will hear how they can borrow either silent or sound films from local film libraries to show at club meetings, civic groups, or schools.

CONSUMER TIME is written by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

RECORD PEACH CROP FEATURED ON CONSUMER TIME

With a record peach crop predicted for this year, CONSUMER TIME will come up with a timely story of how research introduced a better peach in a program called "The Debut of the Dixigem" on July 5, 1947.

The Dixigem is the result of years of peach selection and breeding by U. S. Department of Agriculture scientists who modestly claim the Dixigem is far from being the perfect peach, but it seems superior to other early varieties in the South, where it has been tested most.

The inquiring Consumers, Mrs. Freyman and Johnny, will have some tips on using fresh peaches and preserving them for delicious desserts next winter.

Script is by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

DETECTIVES AT WORK

CONSUMER TIME will dramatize the insect identification work of Government entomologists on Saturday, July 12, 1947, with a story called "Detectives At Work". Mrs. Freyman and Johnny, the inquiring consumers, will visit one of the entomologists in his office at the National Museum.....and see just how he goes about detecting the identity of the insect.

The program will emphasize knowing what insect you have to fight before the battle.....so you can choose the right weapons.

At the time of year, listeners should be especially interested in learning the difference between wasteful termites and harmless winged ants. There will also be tips on how and where to get free insect identification.

Script is by Eleanor Miller and directed by Frederick Schweikher.

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what's coming

HOW SAFE IS YOUR HOME?

July 19, 1947

"How Safe is Your Home?" will be the question asked by CONSUMER TIME on Saturday, July 19, 1947.

The inquiring consumers, Mrs. Freyman and Johnny, will have news about how manufacturers are striving to make new household equipment as safe as possible. Dramatization will show how carelessness defeats these built-in precautions and makes the kitchen and bathroom the most dangerous rooms in the house.

Listeners will hear a checklist of safety features to help cut down home accidents.

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what's coming

THE MENACE OF MILDEW

July 26, 1947

Taking its cue from the Weather Bureau's report on record flood and rain, CONSUMER TIME will provide some helpful information on fighting "The Menace of Mildew" on July 26, 1947.

The dramatization will feature a young couple who are confronted with mildew when they open their summer cottage for a vacation.

Guest expert will be Margaret Furry who has been with the U. S. Department of Agriculture's Bureau of Human Nutrition and Home Economics for nineteen years doing research on mildew and other textile problems which affect consumers. Miss Furry will give practical tips on preventing mildew and removing mildew once it has taken hold.

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what's coming

THIS IS THE WAY WE WASH OUR CLOTHES

August 2, 1947

CONSUMER TIME turns a critical eye on home laundry methods in a program called "This is the Way We Wash Our Clothes", on August 2, 1947.

Practical tips from home management specialists will be passed along to rural and urban homemakers who do the family laundry at home. These suggestions will be beneficial whether the listener has a washing machine or not.

Emphasis will be on doing the job the quickest and easiest way to cut down time and fatigue as much as possible.

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